

# JosephRatliff.com EZine

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## The Money Is NOT In The List...

By Joseph Ratliff on November 6th, 2009

Ahhh...got you thinking didn't I?

First of all, you don't have to light up your email program and fire off all the reasons why I'm wrong...

Because I'm going to cover the 2 primary reasons why the "money isn't in the list" right here.

1) The money isn't in the list, it's in the "lists". You don't only build a list and make money from it...you have to segregate your lists into more targeted lists.

And before I hear a "Duh, Joe!"...

Most marketers aren't doing this at all.

I know this as a fact as the majority of my clients and even associates don't do this.

The most basic list segregation technique is to put those people that have purchased something from you (or followed your recommendation as an affiliate) onto a customer or "buyers" list.

If you aren't doing that already...stop reading this post and do it right now.

I'll wait...

You haven't done it yet, come on, this is a BIG business builder for you...

Whatever, you'll never do it then.

Moving on...

By separating your buyers into another list...you have a list of the people who obviously trust you enough to pull out their wallet and buy something from you or on your recommendation...and I think that is a BIG trust that we as marketers take for granted all the time.

Come on, you do take that trust for granted...don't you? You assume that because you have the greatest product on earth, that everyone wants what you're selling...and nope, that's not how it works.

Which brings us to the next reason the money isn't in the list...

2) The money isn't in the list, it's in the relationship you form with the people on that list. So before you go thinking that by putting #1 above to work will solve all of your making money problems...

You first have to think really hard about each individual person on your list.

Really hard.

It sounds so simple, yet it's another area we take for granted as business people...that real people, with real problems and emotions, are on our marketing list.

You don't "own" them...

You had better not be "renting" them out...

They aren't "your" list of subscribers/buyers/people over the age of 50...

And the DEFINITELY are not "one of your list of 5,000"...or a number.

Change your thinking to how you can serve that list of people (for real), and your income will increase in reflection of how well you do that. If your income doesn't increase, you're focus hasn't changed.

No, I didn't give you the "full" blueprint here...I expect you to think about this and apply it to your business (heaven forbid...do work?).

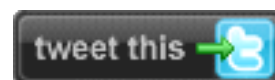
The sad reality is...90% of you will still go about your busy days and never take any time to sit and ponder the impact this rather "simple" advice can have on your business...

Of the 10% that do something with this advice, only the top third or so of that 10% will actually use this advice and make changes.

So about 3 out of every 100 readers of this article will actually do something that will have a HUGE impact on their business right now, today.

Will you be one of them?

How many relationships have you built since you read this?



## Related Content...

- [Are You Lying To Your Email Readers?](#)

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## What Business Are You In?

By Joseph Ratliff on October 30th, 2009

Ahhh yes, the ultimate question.

Some would say... "I'm in the \_\_\_\_\_ (niche here) business."

Wrong.

Still others would say... "I'm in the marketing business." (betcha didn't expect that one huh?)

Wrong again.

I would challenge that you're in the business of serving people.

Your niche is the industry in which you choose to serve people...

Your marketing are the methods and media you choose to use and invite people into your business of serving people.

I can feel it...I can hear those email programs or the clicking of the keys in the comment box below getting ready for a debate...

Bring it on. 😊



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- [Wanna Start A Free Online Business?](#)
- [3 Common Questions To Starting An Online Business Answered...](#)
- [One Small Word That Boosts Your Productivity Instantly](#)
- [Forget "How Many" Twitter Followers You Have \(And Other Social Media Lessons\)...](#)
- [If You're Only Marketing Online, Or Only Marketing In The "Make Money Online" Niche...You're Missing The Boat BIG Time](#)
- [A Timeless Piece Of Advice From Seth Godin](#)
- [The Money Is NOT In The List...](#)
- [How To Make Real Money Using The Internet Part 2](#)
- [2 Reasons Why Big Businesses Fail In A Down Economy And What You Can Learn From Them...](#)

## Are You Preparing For Success, Or Just Preparing?

By Joseph Ratliff on October 20th, 2009

*"Joe, I've gotta do this, this, and this first before I can do what you recommended to make obscene profits."*

Love the excuses...but this one is a business killer.

Please allow me to explain...

Sometimes, it seems as though people want to stay stuck in "preparing" mode because it's more comfortable and less uncertain.

Instead, if you find yourself "preparing everything" to succeed sometime...try this...

Just do the thing you think you're preparing for.

More often than not, all the preparation you think you had to do isn't necessary...because as humans we try to eliminate all possibilities for failure (preconceived or otherwise).

Now I'm not saying a certain measure of preparation isn't necessary at all, for example, certain legal preparations are a good idea (discuss those with an attorney, I'm not one, and that's NOT legal advice).

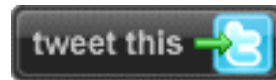
What I am saying is if it seems you're "stuck" preparing, and keep coming up with "this and that" which you feel you "have to do before" you move forward...you should examine whether or not you're really needing more preparation...or just to kick yourself in the ass and get outside of your comfort zone.

Most of the time, you'll probably find you're just trying to stay comfortable...and staying comfortable isn't how fortunes and freedom are created.

Get outside your comfort zone right now...and stay out!

Until the next time we look in the mirror together,

Isn't it time you cut the bullshit and started to succeed?



## Related Content...

- [The Details...Ahhh The Details...And How They Could Be Killing Your Chance Of Success...](#)
- [Society Kills The Internet Star](#)

## Google Adwords New Rules Mean Quit Taking Shortcuts

By Joseph Ratliff on October 25th, 2009

There are affiliates that build sites with the intended purpose of brokering traffic...there is no intention on these sites to [add value for the visitor](#).

These same affiliates are always looking for the "minimum required" work they need to do to get around Google's Adwords requirements for quality score...get a decent enough quality score to save money on clicks...then promote for commissions.

Google now has a new policy that will change the game a little for the lazy affiliates.

(you can find out more on a [webmaster discussion here](#))

Folks, you're actually going to have to work when you're putting together a site for an affiliate promo. (Simply amazing huh? A business built on work...hmmm...)

So, no more single landing pages with some recycled crap article on it and a link to your affiliate promo people.

Get to work!

Lesson for the day: Quit trying to shortcut building a business. Even if Google didn't exist, what on earth would make anyone think that a one-page article site with an affiliate link would help anyone?

Shortcuts usually equal whatever penalties are available. Maybe not today, but someday, your site will get penalized in some form, this form just happens to hit PPC affiliates who are shorting Google's visitors square in the gut.

It's the equivalent of going to a new car dealer's lot and having the sales person expect to sell you a car just by reading part of the brochure. You wouldn't do that would you?

Then don't expect to post a minimal amount of content on a site and be a weak traffic broker and expect to earn a living forever.

Unless that's your goal, temporary money...if that's the case more power to you I guess. Just don't whine when someone like Big-G yanks the carpet out from under you.

Let build some real sites people. 😊

IMPORTANT RESOURCE: The affiliate marketer known only as ".X." to most has a revealing webinar on this very subject, and what you can do to make sure you stay relevant.

Let's just say .X. kicks all the hype to the curb, and shows you the nuts and bolts of what to do to keep adding profits to your affiliate business.

It's called Google Truth, and you can [click here to continue to the sign up page...](#)

*(I watched this 90 minute webinar personally, and it's worth the "chicken feed" you have to put up to watch it).*

Until the next time we look in the mirror together,

Joseph Ratliff - How much value have you delivered to your site visitor today?



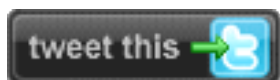
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- [How To Make Real Money Using The Internet Part 2](#)
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- [The Details...Ahhh The Details...And How They Could Be Killing Your Chance Of Success...](#)
- ["If You Don't Get Dirty, You Haven't Played The Game Hard Enough..."](#)
- [Why You're Totally Lazy If You're Cutting Your Prices During This Recession](#)
- [Tony Robbins Interviews Frank Kern And John Reese: You WILL Remember This 38 Minutes For The Rest Of Your Life...](#)

## Fear

By Joseph Ratliff on October 19th, 2009

To me, fear is nothing more than your body preparing you for a trip outside of your comfort zone. So pack your bags, and experience fear "on purpose" today.



## Random Posts

- [Does Giving Your Customers Something for Free Help Market Your Business On The Internet?](#)
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